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QUESTION
Dr. W. Edwards Deming developed 14 points for the transformation of management. Which of the following is one of Deming's points?

Answer:
Eliminate management by numbers and management by objective

QUESTION
True or False. Joseph Juran asserted that quality is based on four components: quality improvement, quality control, quality planning, and quality circles.

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Answer:
False

QUESTION
In his book Quality is Free, Philip Crosby primarily asserts that firms can save money by _____.

Answer:
Not increasing

QUESTION
Which statement best summarizes a key aspect of Taguchi's philosophy about quality?

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Answer:
Quality variations can be eliminated through robust design

QUESTION
Awesome Pizza uses an internally oriented definition of quality. Which question is most relevant to an Awesome Pizza manager when conducting a monthly quality assessment?

Answer:
How many pizzas are delivered on time?

QUESTION
Benson Manufacturing defines quality from an external perspective. In order to create a quality product, what should Benson do first?

Answer:
Identify customer expectations

QUESTION
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Managers at Johnson Computers want to understand the expectations that customers have about their products. What is the first step the firm should take to accomplish this goal?

Answer:
Asking customers what they want in a product

QUESTION
After conducting customer surveys, managers at the national hotel chain, Holiday Hotels, determine that the company needs to improve its service quality, primarily in the area of responsiveness. Which of the following would most likely help the company achieve this goal?

Answer:
Providing room service orders quickly

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QUESTION
Which aspect of a Hyundai Sonata best illustrates the reliability dimension of product quality?

Answer:
10-year powertrain warranty

QUESTION
Which of the following is an example of an internal failure cost?

Answer:
A restaurant discarding spoiled dairy products

QUESTION
Managers at Taylor Tool Company are using the philosophy of Dr. W. Edwards Deming to improve product quality. As part of the firm's efforts, which of the following actions will most likely be implemented?

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Answer:
Providing on-the-job training to new employees

QUESTION
Which of the following is primarily attributed to Joseph Juran?

Answer:
Focusing on customers by describing quality as "fitness for use"

QUESTION
What advice about quality control would Philip Crosby most likely give to a manufacturing firm?

Answer:

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Reduce failure costs by making products correctly the first time

QUESTION

Executives at AXI Electronics have implemented a new quality management effort based on the philosophy of Genichi Taguchi. The company is building a manufacturing facility and hiring hundreds of workers to build a new tablet. Which of the following best illustrates the philosophy of Taguchi?

Answer:

Using production equipment that eliminates variations in the quality of AXI tablets caused by employee errors.

QUESTION

Focus groups enable companies to listen to the voice of the customer and learn about customer needs and expectations.

Answer:

True

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QUESTION

_____refers to a method of transforming customer needs and expectations into product design characteristics.

Answer:

Quality function deployment

QUESTION

True or False. In an organization that fully implements total quality management, the quality control department maintains sole responsibility for product and service quality.

Answer:

False

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